

# What Is WaterSense?

WaterSense is a voluntary partnership program sponsored by the U.S. Environmental Protection Agency (EPA) to promote water-efficient products and programs across the country. The WaterSense label makes it easy to find products and services that save water while ensuring performance.

One of the first areas where the WaterSense label will appear is certification programs for landscape irrigation professionals—including designers, auditors, and those who install and maintain irrigation systems. To recognize individuals certified through WaterSense labeled programs, EPA is partnering with these professionals and promoting them at the national level.



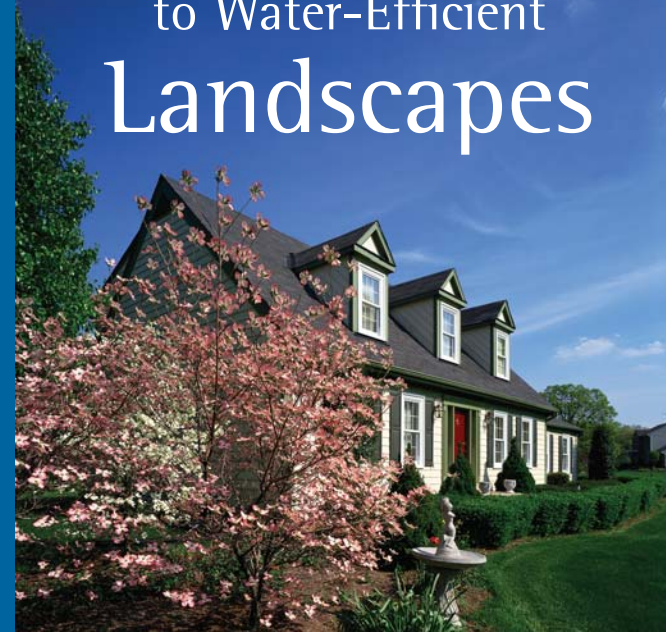
[www.epa.gov/watersense](http://www.epa.gov/watersense)

Toll-free hotline:  
(866) WTR-SENS (987-7367)

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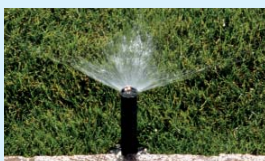
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## The Smart Way to Water-Efficient Landscapes



Be a WaterSense Partner

**M**ore and more, Americans are placing a higher value on well landscaped and properly irrigated land. In 2006, Americans spent an average of \$70 to \$75 billion on landscaping services for their lawns and gardens. As water becomes scarcer and more highly valued, the need for professional irrigation services that maintain beautiful landscapes efficiently will grow. Join WaterSense, and be prepared for tomorrow's landscape.



## Water-Efficient Landscape Irrigation Is on the Horizon

When it comes to using water, conventional practices no longer suffice. Within the next 10 years, more than two thirds of the states in the nation will likely be short on water—even under non-drought conditions. Landscapers and homeowners are already feeling the pinch, so today's irrigation systems must be designed, installed, and maintained with tomorrow's needs in mind.

## Are You Part of the Solution?

As the demand for "smart" irrigation technology increases, so does the demand for "smart" irrigation professionals, who understand the technologies, the terrains, and the trends in water-efficient irrigation.

To help you prepare for this evolving climate, EPA offers WaterSense, a partnership program designed to help homeowners and businesses improve water efficiency and reduce costs by promoting high-performance, water-efficient irrigation technologies and products for indoor and outdoor use. The program's initial efforts will focus on certified irrigation programs dedicated to advancing water efficiency techniques.



## Partner with WaterSense and Stand Out from the Crowd

If you are a professional specializing in system design, installation, maintenance, or system auditing and have been certified through a WaterSense labeled program, you may qualify to become a WaterSense partner.

Being a partner is easy—all you need to do is make the commitment, and EPA will send you the tools to start promoting your commitment to water-efficient irrigation.

As a WaterSense partner, you have much to gain:

- **Distinguish yourself** from the competition. All qualified WaterSense partners will be listed on EPA's Web site, to make it easy for consumers to find a certified professional in their area.

- **Stay up-to-date** on the growing number of water-efficient irrigation products and technologies.
- **Receive tools** to help you promote your services more effectively. Use the WaterSense partner logo on business cards and in advertisements.
- **Leverage EPA's national campaign** to promote water efficiency. Your customers will be hearing more about the value of choosing irrigation professionals who partner with WaterSense.
- **Show your commitment** to water efficiency and the use of water-efficient irrigation practices.



## How to Partner

First, make sure that your professional certification is current. Only certified professionals in good standing are qualified to be EPA partners. Second, visit EPA's Web site at [www.epa.gov/watersense/partners](http://www.epa.gov/watersense/partners) to see if your program is WaterSense labeled. If it is, you can also find a partnership application on the WaterSense Web site, or call the toll-free hotline, (866) WTR-SENS (987-7367). Join now!

Visit our Web site at  
[www.epa.gov/watersense](http://www.epa.gov/watersense) or contact  
your professional irrigation certification  
program today for more information  
about water-efficient irrigation.